EPICOR
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Modern Web Migration Migraine—17 Global Sites

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Epicor Software

The leading industry event by digital marketers for digital marketers



My 5th Share Conference

- Presented on resubmittal to Google last year and now a 17 site migration in 2015
- 10 years at Epicor with broad responsibility for global websites, brand, digital, and running an internal agency
- Thanks to my fantastic team!

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Epicor

At a Glance

20,000
customers

3,900
employees

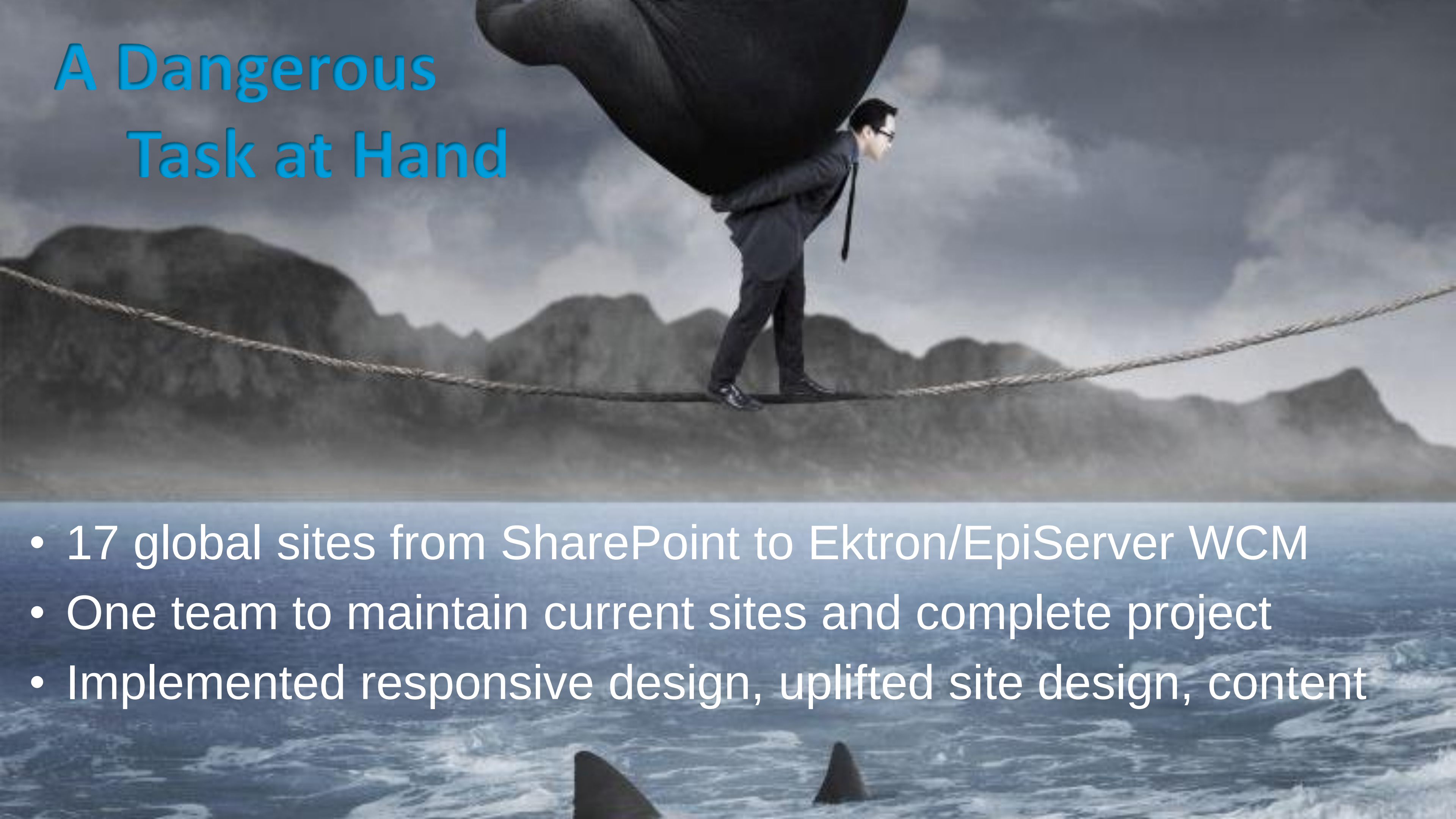
150
countries

~$0.9 billion
revenue

Our Customers

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A Dangerous Task at Hand



- 17 global sites from SharePoint to Ektron/EpiServer WCM
- One team to maintain current sites and complete project
- Implemented responsive design, uplifted site design, content

Project Complexity Highlights

4 Managers on My Team

700 Landing Pages to Migrate from Marketing Automation System

5 New Functional Areas

17 New Home Page Designs

17 Completely Independent Regional Sites

2 Everything had to be Built Twice

3 Settings for Responsive

5,500 Redirects to Manage in Ektron and IIS.

Just a Few Challenges



1. Limited Budget—negotiated a fixed price for software and implementation services. 150 page functional specification.
2. Business Doesn't Stop—maintained 17 regional sites and landing page production globally.
3. Application Instability and Upgrades—complex environment with sophisticated content taxonomy. Underwent three upgrades to fix discovered bugs.
4. M&A Activity—Ektron merged with EPiServer during our project and all knowledgeable resources disappeared.
5. Content Loss—after one of our upgrades we discovered during a crawl that 2500+ pages of meta data had been lost.
6. Second Go-Live—1 month after our launch the site went down and we had to merge databases and go live again.

Timeline

- **Spring 2014** — Inventory of digital assets
- Equity analysis — **Spring 2014**
- **October 2014** — Review robots.txt and implement advice
- Link reclamation project plan — **Late October 2014**
- **Dec 2014–Jan 2015** — Redirect mapping
- Review XML sitemaps — **Dec 2014–March 2015**
- **January 2015** — Server configurati on change
- Pre-migration crawls — **February–May 2015**
- **March 2015** — Missing meta data
- Resolve garbled text pages — **April 2015**
- **May 30, 2015** — **LAUNCH!** Epicor.com and Epicor.cn
- Post-migration crawls — **May–June 2015**
- **May 2015** — Submit change in GWT and BWT, sitemaps, priority URLs
- Update preferred landing pages in BrightEdge platform — **Late May 2015**
- **June–July 2015** — 404 errors clean up

Big Picture Approach to Migration Marathon

- Planning Diligence
- Expect Surprises
- Go-Live Just a Start
- Rigorous Testing
- Fast Action Go-Live

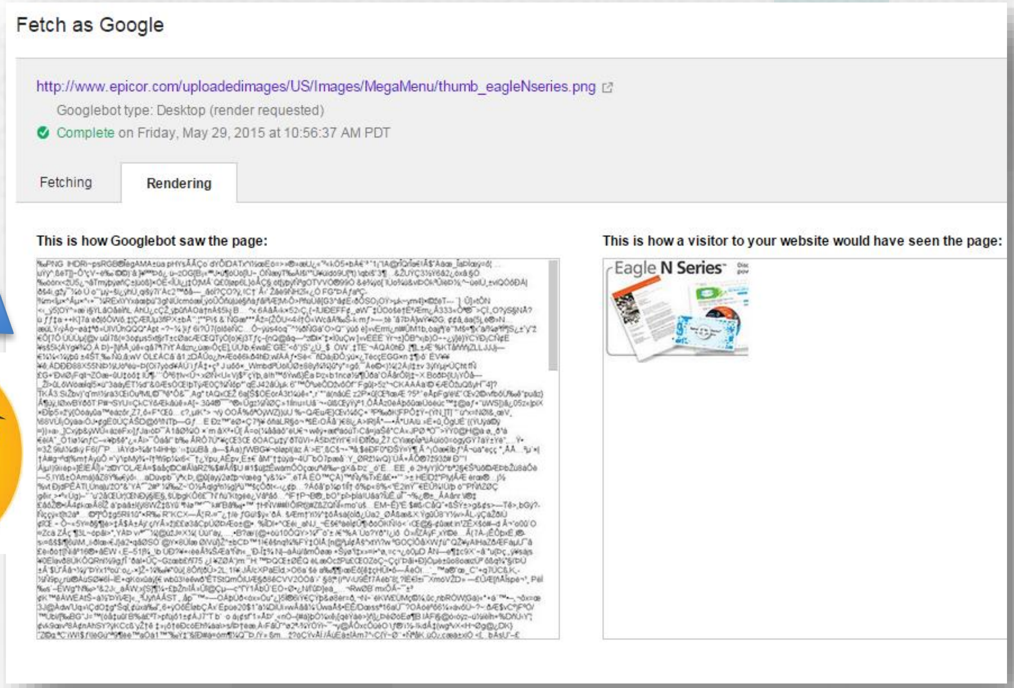


Planning Diligence

- Conducted 4 full BrightEdge crawls prior to migration
- BrightEdge migration dashboard
- Accurate site maps for SEO optimization
- Infrastructure set up challenges
- Involve a large, cross-functional project team
- Don’t overcommit before fully understanding complexity
- Detailed functional specification—saving grace

Expect Surprises

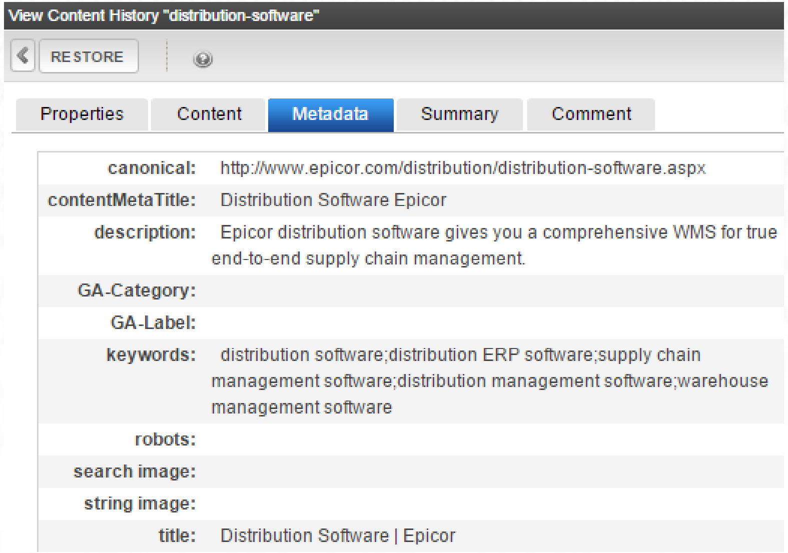
- 4+ upgrades during project
- Brightcove video library complexity
- M&A activity backup plan
- Crawls uncover surprises
- 17 languages and independent sites add complexity
- Taking the site live a second time





Expect Surprises

- 2,500 pages of meta data gone

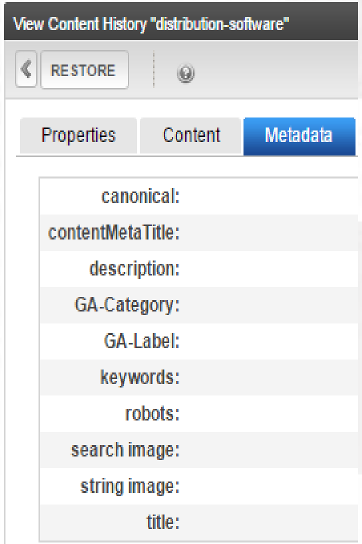


View Content History "distribution-software"

RESTORE

Properties | Content | Metadata | Summary | Comment

canonical:	http://www.epicor.com/distribution/distribution-software.aspx
contentMetaTitle:	Distribution Software Epicor
description:	Epicor distribution software gives you a comprehensive WMS for true end-to-end supply chain management.
GA-Category:	
GA-Label:	
keywords:	distribution software;distribution ERP software;supply chain management software;distribution management software;warehouse management software
robots:	
search image:	
string image:	
title:	Distribution Software | Epicor



View Content History "distribution-software"

RESTORE

Properties | Content | Metadata

canonical:	
contentMetaTitle:	
description:	
GA-Category:	
GA-Label:	
keywords:	
robots:	
search image:	
string image:	
title:	

Crawls Uncover Surprises

US Sitemap sample issues:

URL	Issue
<loc>http://www.epicor.com/Ask_an_Expert/</loc> <loc>http://www.epicor.com/banner_right_quantisense/</loc>	Underscore delimiters
<loc>http://www.epicor.com/blogs/Cloud/Cloud-Computing--Delivering-Greater-Choice-and-Flexibility-for-Business/</loc> <loc>http://www.epicor.com/blogs/Cloud/Cloud-Computing--Here-to-Stay----But-Is-It-Right-for-Your-ERP-Implementation-/</loc>	Multiple dashes
<loc>http://www.epicor.com/blogs/Cloud/Cloud-Transformations,-Looking-Forward/</loc> <loc>http://www.epicor.com/PR-Assets/Epicor-Expands-eCatalog-Content,-Other-Features-of-Automotive-Aftermarket-B2B-eStore/</loc>	Comma delimiters
<loc>http://www.epicor.com/blogs/Distribution/Accessory-Items-(a-k-a-Go-Together)-in-Epicor-Prophet-21/</loc>	Parentheses
<loc>http://www.epicor.com/Videos/Видео-истории-успеха----Hansatech-EMS,-Ltd---Russia/</loc> <loc>http://www.epicor.com/Videos/Independent-Components-Corp--(ICC)----成功案列视频---China/</loc> <loc>http://www.epicor.com/PR-Assets/Info-Tech-研究公司发布中端市场 ERP 供应商报告，Epicor 荣获冠军/</loc>	Non-standard characters
<loc>http://www.epicor.com/PR-Assets/Eikenhout,-Inc_(1)/</loc> <loc>http://www.epicor.com/PR-Assets/Eikenhout,-Inc_/</loc>	Pair of URLs that both appear in the US sitemap, one URL contains non-standard characters

Crawls Uncover Surprises

```
    <title>
94          Despre Noi | Epicor
95  </title></head>
```

```
4193  <title>content-right-customers-default</title>
```

```
        <h1 class="policyH1 modal-title">
            <div id="ctl00_CookieAlert_uxCookieAlertHeading">
ice Regarding Cookies on this Site

        </h1>
```

Add Redirect

EDIT

Active ☑

Define URL

Site:	Default
Redirect Code:	301 - Moved Permanently
Original URL: /	Company/Pages/Trademark-and-Usage.aspx
New URL:	/Company/Trademark-and-Usage.aspx

Language	Alias
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
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	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx

Language	Alias
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	uk/ContactUs.aspx

Progress by the Numbers

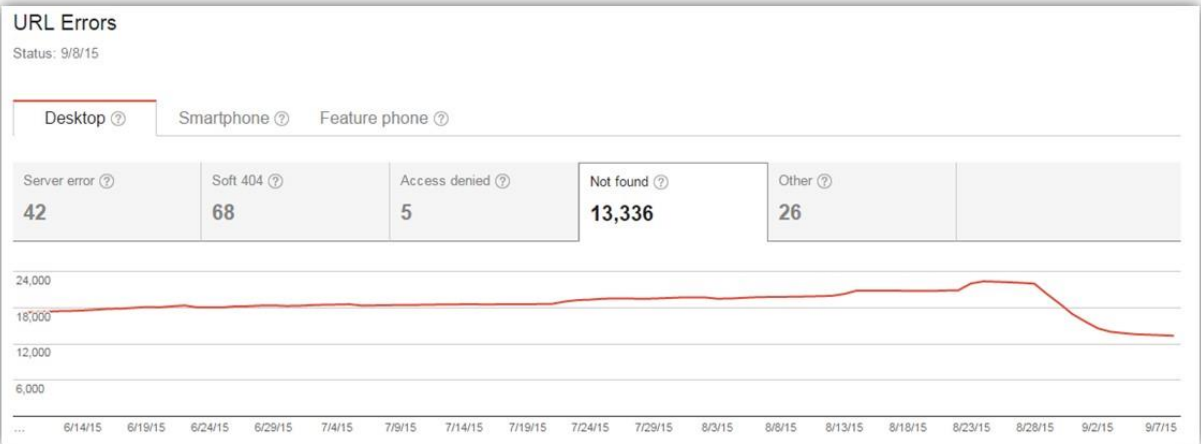
	5/27	6/5	6/18	7/11	9/2
Missing Titles	513	391	288	104	67
Duplicate Titles	66	99	76	33	0
Missing Meta	551	425	306	115	85
Duplicate Meta	97	84	89	30	20
Missing H1s	224	220	218	220	235

Go-Live Just the Beginning

- Prioritize your post-go live efforts—excitement brings more requests
- Dynamic content personalization time intensive
- Post go-live list keeps growing
- Expect a lot of 404s if your site has longevity

Redirect and 404 Issues

	3/20	4/44	5/27	6/5	6/11
404 Errors	343	235	139	153	46



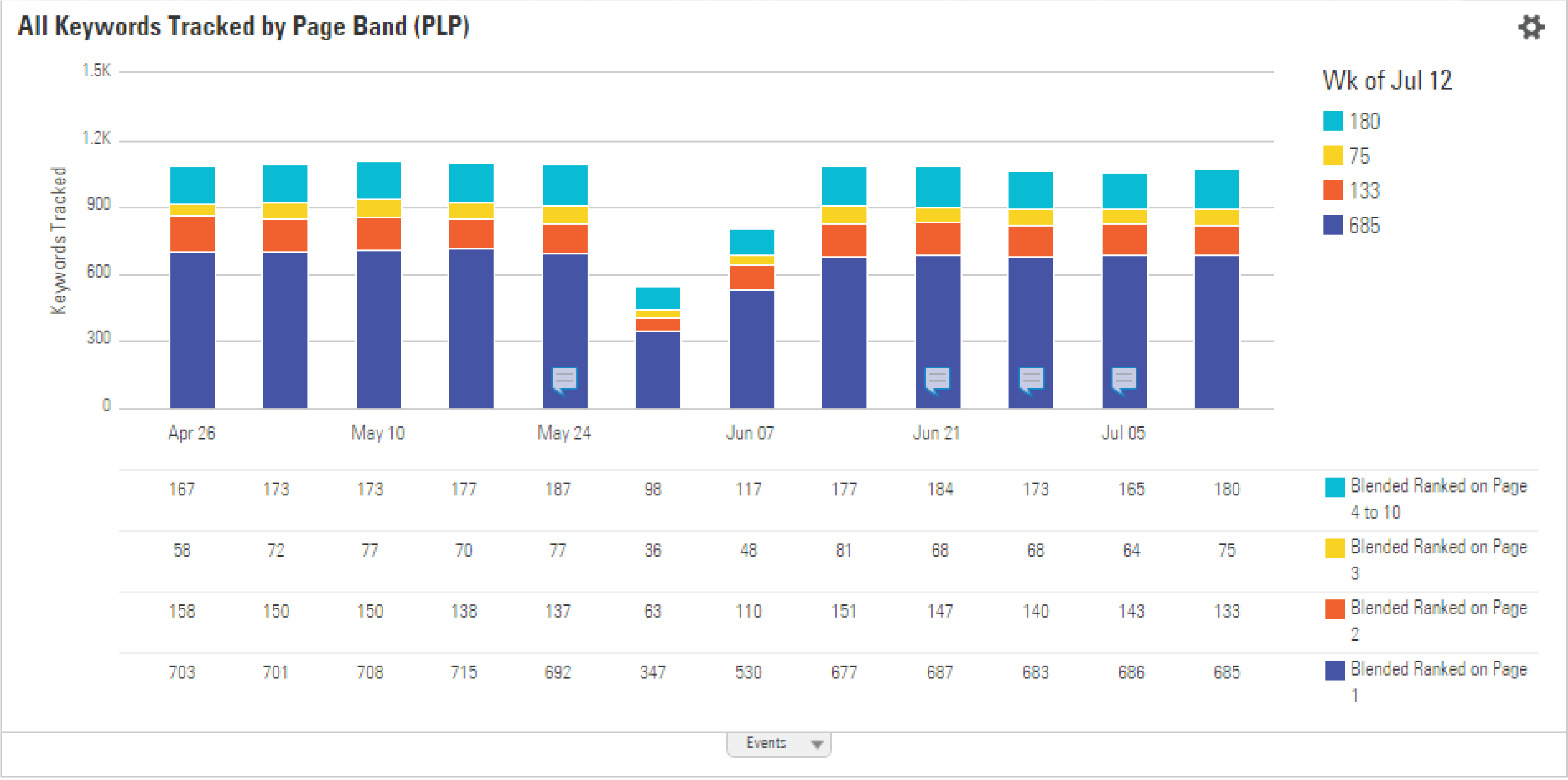
Rigorous Testing

- Detailed site map comparison with redirect plan
- Integration testing tricky
- Make sure your getting the leads
- Responsiveness on all sites
- Performance testing
- Security rules testing
- Final BrightEdge crawl

Fast Action Go-Live

- Submit site maps, change of domain, priority URLs to Google/Bing/Baidu
- Updated PLPs in BrightEdge
- Update URLs on all social sites
- Update URLs on all landing pages and test integration for PPC
- Update high priority links on online directories
- Run BrightEdge crawl
- Project go-live announcement

Organic Search Rank Recovery—3 Weeks

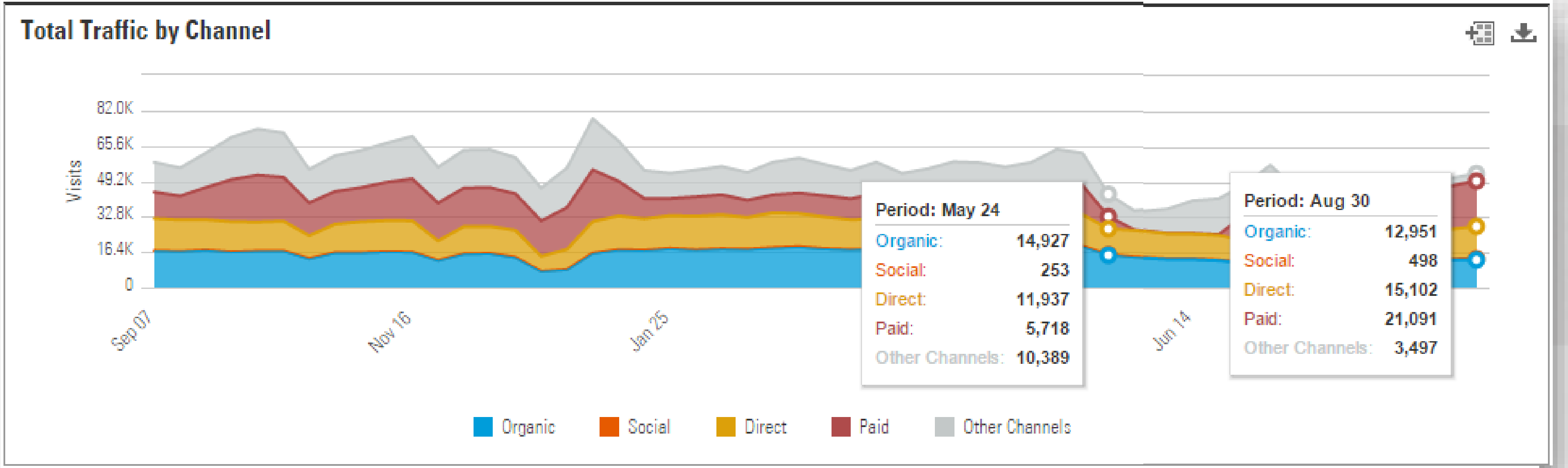


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Organic Search Traffic Recovery



* Aug lower—seasonality

Practical Takeaways for Website Migration

- Analyze crawl data 3x pre-migration & consistently post-migration
- Identify potential patterns of 404 issues ahead of time
- Plan for 404 clean-up regardless of redirect planning
- Ready yourself for stricter security rules and ramifications
- Maintain constant communication with all stakeholders
- Find creative ways to motivate and reward your team

Some Website Migration Advice…



"Don't sweat the small stuff"



"Get ready for a fight"

Creative ways to Celebrate Success!







MODERN WEB MIGRATION MARATHON

"That's finished. Kind of." *"I found another error."*

"Well, that's weird." "Don't make it weird."

"I think it's a code issue."

"Why am I seeing something different?" *"Give me two hours…"*

"There are just a few little glitches…"

"But, why is it missing and where did it go?" **"Double-check the forms."**

"We've finished those pages. Twice."

"I don't know. It's just not working." "Let me check with the ___ team."

"It's not horrible. It's just kind of bad."

"We've mulled this over like a dog's chew toy." **"I have a headache."**



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Thank you

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